

TELE - VIEWS

Con Television

By Dave Blackmer

Sportscaster Bill Stern is now a panelist on the television show, "Name's the Same," a quiz panel programs seen on KPTV Tuesday evenings at 5 p.m. In this role he joins panelists Carl Reiner and Joan Alexander in trying to deduce the identities of guests with odd or famous names. Robert Q. Lewis is the emec.

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Born in Rochester, New York, in 1907, Stern earned a B.S. degree at Pensylvania Military College where he was also noted in football, basketball, tennis, boxing and crew.

After graduation he did some announcing, played stock and made s dismaying assault on the walls of Hollywood, where the closest he could get to a movie lot was by digging post holes.

In 1931 Stern became assistant stage manager of New York's Roxy theater. The old lures of the mike and the sports arenas still persisted, though, and since 1934 Stern's flair for the dramatic and for human interest angles has made him a kingpin in sportscasting.

Harris is doing a series of the list west cities which will appear later under the heading of "Northwest Neighbors" and be sold to television stations.

Tuesday's shots were of Willamette university; the capital series in Candelaria Heights and on Summer and Winter streets; the new bridge across the Willamette and the approaches at lamette and the approaches at the West Salem end; street shots of shoppers and business places; the administration places; the administration below.

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Stern is also featured on KPTV's program, "The Big with the arrival of the United" Playback" Monday evenings at 10:30 p.m.

The United States Lawn Tennis association national singles championship matches will be seen on KPTV on Salem's Naval Air Facility, September 5 and 6 from 10 a.m. to 1 p.m. The matches to where Naval Air Resrevists be seen or. Sunday will be the quarter finals which will be train, played on Monday, September 7 are not available.

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The scheduling of the National Championship matches will cancel the Saturday and Sunday shows regularly shown in the time period.

Wednesday Harris was taking the McLaren school at Woodburn; a couple of other state buildings; a panoramic photo of the city of Salem photo of the city of Salem photo of the city of Salem (185-38; counds, 185-48; ribanica, 187-39; commercial cows, 187-39; utility, 187-39; commercial cows, 187

YOURS FOR TELE-VIEWING WEDNESDAY

The Toymaker, 3:45. The old German Toymaker brings acros sthe Willamette and the his tales of toys to delight the young of heart on this live Blue Lake and Paulus brothchildren's show.

Northwest News Digest, 5:45. Features Norman Wallace newscaster, with Bill Stout as sports reporter and commenta-tor. Cross-country and weather round-up by Wallace—local,

Newspaper of the Air, 5:55. Features Bill Clayton with local news and news photographs—local and live.

Fights, 6. Welterweight champion, Kid Gavilan of Havana vs. Ralph "Tiger" Jones of Yonkers, N.Y., in a 10-round bout from Madison Square Garden.

Liberace, 7. Selections include: "Dizzy Fingers," "Grieg Medley," "Tenderly," "A Maiden's Wish" Tschaikowsky Concerto," and "Crazy Rhythm."

Scott Music Hall, 7:30. Baritone Don Cornell and the

Hilltoppers quartet are guests of Patti Page.

I Married Joan, S. Joan tries her voice at opera when her woman's club plans to stage a benefit opera and the imported diva walks out. Harry Lillis Crosby makes surprise ap-

This Is Your Life, 8:30. The life story of Rock Hudson.
Kraft Theatre, 9. "Day of Vision" a story of faith stars
Ilka Chase, John McGovern, Harry Townes, and Jack Arthur.
Story concerns a woman and a group of children who see
a vision that promises to return in 20 years. Complications that have developed in the lives of the group during the years are

Orient Express, 10. "The Human Bond" is a psychopathic killer who is responsible for a series of off-screen killings completely without reason but which take place at the same hour and same day of each week at a series of places each one closer to Rome. Starring are Jean-Pierre Aumont and Cethy Officers!

Cathy O'Donnell.

Crusade in the Pacific, 11. (Part 22) The surrender and occupation of Japan. Episode includes the Russian entry into the Pacific war, the surrender ceremony on the Missouri, and America's occupation of Japan.

Nite Owl Theatre, 11:30. "Right Man" with Alan Ladd, Julie Bishop, and Edith Rellows.

YOURS FOR TELE-VIEWING THURSDAY

What's Cooking? 9:30. Cooking show with Barbara Angell—frankfuriers and ham kebobs, peach pie.
U.N. General Assembly, 12:30. Telecast live from New

York.

Matinee Theatre, 2. "Under the Big Top" with Anne
Nagel, Marjorie Main and Jack LaRue.

The Toymaker, 3:45. The old German Toymaker brings
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brother who is boss of the town.
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solves a teen-age drug case.

The Unexpected, 8. "The Magnificent Lie" is a story of an aging alchemist who believes he has discovered a proor an aging alchemist who believes he has discovered a pro-cess to transmute lead into gold. Stars William Lock and Carol Brannar

Ford Theatre, 8:30. "It Happened In A Pawn Shop stars Eddie Bracken, Terry Moore, John Hubbard and Veda Ann Borg in a play about an out-of-work trumpet player and an equally broke singer who meet in a pawn shop.

Wrestling from Hollywood, 10. Jack McDonald vs. Sandor

Szabo. (Main event) Baron Leone vs. Fred Blassie. Nite Owl Theatre, 11. "Phantom Broadcast" with Ralph Forbes, Gail Patrick and Vivienne Osborne.

KOIN-TV to Be on

Air About October 15

VHF television tower was un-der construction here Wednes-

Johnnie Ray, Crying

Mar, Calif., Thursday.

Crooner, Visits Salem

Johnnie Ray, crying crooner,

The singer hopes to return to spend a week with his family before appearing at the Desert

Portland (P)-Portland's first

M GLAD...



for ourselves! SYLVANIA TV



MUSIC CENTER 470 N. Capitol

CAPITOL SHOPPING CENTER OPEN MON. & FRI. TIL 9 P. M.

shots of shoppers and business places; the administration building at the Salem Airport with the arrival of the United Air Lines plane and the presentation of the fruit and nuts bound for Hawaii to advertise the Oregon State Fair; and Salem's Naval Air Facility, where Naval Air Facility, where Naval Air Parenties and the presentation of the fruit and nuts bound for Hawaii to advertise the Oregon State Fair; and Salem's Naval Air Facility, where Naval Air Parenties wholesalers to relaters Dollars per whose Naval Air Parenties and Parenties and

from the Livesley building; more shots of the bridge

MARKET **QUOTATIONS**

FORTLAND PRODUCE LIST
Satterfal—Tenative, subject to immediate change Premium quality, main mum 35 of one per cent actidity cellivered in Portland es-Tie the first quality 68-56; second quality, 58-56; Valler routes and country points. 2 cents leas. Butter-Wholesale, no.b butk cubes to wholesale, grades AA, 27 score, 56; A grade 28 score, 56; B score, 56; C, 88 score, 56; A box prices strictly nominal.

TV TROUBLES?

Technicians on Duty Till 9:30 p.m. Daily TELEVISION SERVICE Co 1410 S. 12th

On Television KPTV (Channel 27)

MARR RADIO & TELEVISION

Sales - Service - Installation Admiral

Open from 9 a.m. to 9 p.m. Ph. 2-1611 2140 S. Coml Salem's First Television Store

WEDNESDAY

Better See Motorola TV MITCHELL'S

Factory Trained Service and Installation

THURSDAY

10:00 am — Whai's Cockinst

10:00 am — Freedom Rings

10:00 am — The Big Payor

11:00 am — The Big Payor

11:00 am — Welcome Travelers

10:00 am — On Your Account

11:00 pm — UN General Assembly

10:00 pm — Capsule Theater

11:00 pm — Aribur Gooffer

11:00 pm — Tommaker

4:00 pm — Howdy Doogs

Crews began erecting the 271-foot transmitting antenna for station KOIN-TV. The station is to begin broadeasting programs about Oct. 15.

TELEVISION SERVICE & INSTALLATION Motorola, Dumont, Hottman, RCA Johnnie Ray, crying crooner, paid a quick visit Tuesday to the home of his parents, Mr. and Mrs. Elmer Ray, Fruitland. He has just finished a series of engagements at Lake Taboe and is scheduled to open at Del May Cally. Thursday. Valley Television

Center 2303 Fairgrounds Rd. Ph. 2-1913
New Us Mefere You Noy
For the Rest Deal in Town
Factory Trained Trakinicians
Open Entil 5 alm.
Daily Except Salerday

to the transmission of the



ef-Sieers, choice, \$60-706 ibs. 41-0: good, \$77.00-42.00; commercial 3: utility, \$23-30; commercial cows, 7; utility, \$21-24; canner-culters,

Valler jamb wool 42ci 13-month wool.

5-30c

Mebair-d5-51c ib on 12-month grow
in f.o.b. country shippins points

Hides-Producers paying price 1.c.b.

Portland cair aking, 18-21c ib, according
to condition; green kips, 15-17c ib,
green cow hidea. 5-10c ib, according
to weight and quality; buil hidea. 5-3c

bit, sine hidea 50 per cent below prices
for above classes.

Filberts-Wholecale seiling price No
i medium Barcelonaa, 23-24c ib, abelli
6d. 45-31c ib.

Walnuts - Wholecale seiling prices,
first quality targe Franquettes, 23-35c

ih; shelled, light amber halves, 70-75c

light halves, 75-32c.

(100 ml.)

Paultry Buying Prices-Colored fryers
30c; old roosters, 13c; colored fowl, 20c
leuborn fowl, 17c; roasters, 10c.

66-fiel medium A. 55c; medium A. 54-fiel; small 35c.
Whete small 75c.
Whete small Freeb-Beg whoseale prices swherelip 5-7c higher than the prices above Large grade A generally quoted at 75c. medium file.
Besterfat-Buyrne price: Fremium. 76Besterfat-Buyrne price: Fremium. 76-

Wednesday's car receipts; Wheat 46 barier 29; flour 4; corn 1; mill feed 3





80 proof Made from 100 % gesin neutral spirm See Pierre Smirnoff Fin Inc., Harrford, Cons.

183-52. Vral and Calves — Good-choice, \$34-40.00; commercial, \$28-36. Lambs — Choice-prime, \$41-43; zood, \$29-44; zering lambs, choice-prime, \$47-50. Matters—Good choice, 16-13 ib. \$45-45. Perk Cuts—Lotas, No. 1, 8-12, 28, 487-63; zera-ribs, \$18-45-50.0; trivial, \$43-63; zera-ribs, \$18-45-50.0; trivial, hama, 10-16 lbs., \$18-48; pork carcases, 120-170 lbs., \$18-50-40.

231. Wash. yellows, med. 1.50-1.75; large 120-146
Petatese—Local Triumpha, logs, 1.50-1.75; Boardman lons whites No. 1.4. 2.10-1.25; No. 2 50-lb sack, 50-35c; Orson Russetta No. 1. 2.50-2.75; 10 lb. mesh, 50-50c; local Russeta No. 1.4. 2.50-2.75; Calif. lone whites, No. 1.4. 2.50-3.25; Calif. lone whites, No. 1.4. 2.50-3.25; Calif. lone whites, No. 1.4. 2.50-3.25; Calif. lone whites, No. 1.2.50-2.75; Name branch to 2.35. Wash Russeta 2.50-2.75; Wash. lone whites, No. 1.2.00-2.75

Husseta 2.50-2.75; Wash. lone whites, No. 1.2.00-2.75

Husseta 2.50-2.75; Wash. lone will all 2.50-2.75; Williametta Valley jamb wool. 42c; 13-month wool. 45-50c

Portland diff.—Prices continued frequelar in produce trading in the Eastaide Portland diff.—Prices continued frequelar in produce trading in the Molecale produce district today: 28-in. Iuum Yakima vailey Italian prunes sold at 1.86-2 at early market with some volume lots down to 1.78; Williamstei vailey Daniah sousch crates sold lewer to wholesalers at mostly 25'-2.50. Yakima and mid-Columbia tomatoes quoted by wholesalers at 1.25-1.30 for 17-10. Italia: Pressuler lurgs sold at mostly 2.78-2 for 25 lbs.; tog unality letture sold to wholesalers at 2.2.25.

SALEM MARKETS

Complied from reports of Salem deaters for the guidance of Capital Journal readers. (Revised, dairs.)

Retail Feed Prices:
Rabbit Pellets — 12.25 :28-1b, bag;
\$4.30-5.00 :100-1b, bag;
£22 Maxb-48.00-5.00

Dairy Feed — 83.45-2.70 (40-1b, bag;
\$4.30-5.00 :100 wt.1: pasture mix 43.85

Buring Prices-Eggs. AA, 88c; jarge A 86-68c; medium AA, 86c; medium A

Pertland Grain
Pertland iP—Coarse arains, 15 day
shipment, bulk consit delivery. Onto No.
2 38 lb. white 28.00.
Whest tidd to arrive market, basis
No. 1 bulk, delivered coast, Soft White
2.20; Soft White lexcloding Rest 2.20;
White Club 2.20.
Hard Red Winier: Ordinary 2.20; 10
per cent 2.20; 11 per cent 2.20; 12 per
cent 2.20. cent 2.20: 11 per cent 2.30: 12 per cent 2.20: 14 per cent 2.30: 12 per cent 2.20: 1

Partiand Livestack
Portiand (10- Hog prices were 50 to
75 cents lower in allow trading on the
Portiand (10- Hog prices were 50 to
75 cents lower in allow trading on the
Portiand (10- Hog prices)
Cattle 500, market slow early bids
about 50c or more lower but acattered
early sales nearly ateady: few mod fee
access 22.50, same held higher; few high
cammarcial areas sieces 18, few cuttercutility elegan and helters 16-12 50; utility
beef come 31.50, but liberal supply unsaid; built allow.

Caives 150, few head sood-choice under



Around two leads of choice hour average and the same of the fallon of the Gallon Clubs after donation of the Gallon Club, after a lease the case of the case of the case of the case of the cas

Your TV cabinet can add new beauty to your home



And Hoffman—originator of California-styled television-presents the beautiful proof! There's a new '54 model for your taste and budget.



17" TABLE MODEL - Traditional atyling, mahogany finish. Easy-Vision* viewing at a budget price. Model 7M127-4.

\$18995 !



SLEEK 21" MODERN - Superb cabinetry in blond limed oak, housing new Trio phonic Hi-Fi, Super Mark V Chas-

\$49500 !

* Trademark



ONE NAME in television is known to mills

for distinctive styling. It's Hoffman-first to create blond-wood cabinets, first to put doors on cabinets, first to build Provincial

Hoffman believes a television set should be a beautiful furniture piece in its corn right. And Hoffman is staffed to give you such cabinetry. We're one of the few TV com-panies with our own styling staff.

Again for '54, Hoffman presents exciting new concepts in TV design. They include Modern Limed Oak, Traditional Mahogany, Provincial Cherrywood and Maple models certain to appeal to your good taste. By all means, see the new Hoffman now. It's as easy to look at as it is to worked.

to look at as it is to watch!

HANDSOME 21" CONSOLE — Contemporary beauty in limed oak, with Easy-Vision" and matched dual speakers. Model 21B701-4.

EXCLUSIVE TRIO-PHONIC HI-FI SOUND. The new '54 Hoffman gives you a new dimension in TV sound-high fidelity engineered into television for the first time. It gives you all the high and low notes broadcast by the TV station -- adds new character to every note. Hear Trio phonic Hi-Fi now!

EXCLUSIVE EASY-VISION." The new '54 Hoffman gives you TV's one recognized optical advance. It's the Easy-Vision's golden lens. It changes bluish TV light into restful rays, lets you watch as long as you like with full eye comfort. And the longer you look, the more you'll appreciate Easy-Vision. See what it means to your eyes-now!

SEE AND HEAR THE EXCITING NEW '54 HOFFMAN!

RALPH MARR **JOHNSON** RADIO & APPLIANCES TELEVISION

\$56000

DISTINCTIVE 21" COMBINATION - Inimitable

Hoffman Traditional styling with rich ma-hogany finish. 21. Easy-Vision television, AM radio, 3-speed record changer, new Trio-phonic Hi-Fi. Hear it and see it

355 Center St. Phone 3-3 139

2140 S. Commercial

Phone 2-1611

YOUR HOFFMAN DEALERS

VALLEY CENTER

Phone 2-1913

WILLS MUSIC STORE

2303 Fairgrounds Rd. 432 State St. Phone 3-4959

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